

# City and Borough of Juneau Parks and Recreation Master Plan:

## What are we doing?

The objective of this project is to develop a Parks and Recreation Master Plan that serves the needs of the community of Juneau and addresses gaps in the current system over the next 10 to 20 years. The Plan will answer the question, “what does the department look like in 20 years?” and will provide a roadmap to achieve that long-term vision with recommendations and actions to be conducted over the next 10 years. The Plan will be easily updatable and will also identify opportunities for partnerships with community organizations and will seek to gather and reflect the needs of the broader public, not just current Parks and Recreation facility users. The most recent Parks and Recreation Comprehensive Plan was adopted in 1997, with the recommendations chapter updated in 2007. Since the completion of the 1997 plan, several new facilities have been developed or acquired by the community and shifts in community needs and priorities have not been assessed in relation to Parks and Recreation.

## What is Happening and When?

### *Phase 1: Project Planning (March – September 2016)*

We have been working since March on developing the project scope and are currently planning our public engagement, which is scheduled to begin in September.

### *Phase 2: Public Consultation (September – December 2016)*

Beginning with the launch of the public survey on September 6, we will be reaching out to the public for feedback on our current programs and facilities, suggestions for improvement, and to help us come up with a vision for the Department in 10 to 20 years. The public consultation will include the following:

#### **Survey – to be conducted by McDowell Group**

- Statistically valid phone survey - random sample survey to be conducted by calling Juneau landlines and cell phones September 6 – 20
- Online survey – self-selected online survey to be conducted September 22 – October 31
- Survey Report – results compiled by McDowell and report delivered to CBJ mid-November

#### **Public Meetings**

- Series of public meetings to be conducted throughout Juneau in October
- Participants will be asked to view and comment on posters and maps
- All public meeting information and opportunities for feedback will be online

#### **Stakeholder Meetings**

- Parks and Rec staff will meet with as many community stakeholders as possible in September to gather more specific feedback on programs and services
- Stakeholders that we are unable to meet with will receive an email with instructions for how to participate in the project through public meetings and online

#### **PlaceSpeak**

- CBJ has purchased the PlaceSpeak online engagement platform for this project
- PlaceSpeak will launch with the public survey and will provide residents with the opportunity to learn about the project and provide feedback online.
  - PlaceSpeak will be accessible through the Parks and Rec website at <http://www.juneau.org/parkrec/>

#### **Outcomes**

- The outcome of Phase 1 will be a document titled “What we Heard” that includes all public consultation outcomes, available online on PlaceSpeak in December.

### *Phase 3: Preliminary Recommendations (Winter / Spring 2017)*

The programs and facilities audit will benchmark Juneau’s Parks and Recreation services against national guidelines and similar communities and will identify priority projects and inventory data information about Juneau’s parks and recreation facilities.

#### **Needs Assessment**

- Gather information from community engagement for topical needs
- Review NRPA guidelines for facility needs

- Inventory of other remote communities as part of benchmarking

#### **Parks Inventory**

- To be completed by an external consultant as part of a Parks Foundation-led process

#### **Trails Inventory**

- GIS exercise to identify gaps in pedestrian and trail network
- Recommended trail maintenance and construction projects based on public feedback

#### **Recreation Programs and Facilities Inventory**

- Ensure alignment with Parks inventory
- Lay groundwork for fees and charges and cost recovery policies

#### **Final Product**

- Outcomes of inventory
- List of recommended projects with budget estimates

#### **Public Consultation**

- The preliminary recommendations will be vetted with the public through the following channels:
  - Public meetings
  - PlaceSpeak

#### ***Phase 4: Draft Plan (Summer / Fall 2017)***

The draft plan will be a first draft document submitted to the public for review in the same format that the community asked for input. The project team will reach out to stakeholders and the public through a series of meetings and online to ensure that the draft plan and recommendations are in line with the interests and needs of the community.

#### **Draft Plan**

- Outline of how document will be organized to be accepted by working group and presented to the public for comment through the following channels:
  - Public meetings
  - PlaceSpeak

#### **Draft Maps**

- Visual component of Plan to be accepted by working group and presented to public for comment through the following:
  - Public meetings
  - PlaceSpeak

#### **Draft Recommendations**

- Recommendations with timeline and budget estimates to be accepted by the working group and presented for public comment through the following channels:
  - Public meetings
  - PlaceSpeak

#### ***Phase 5: Final Plan (Completed Spring 2018)***

#### **Final Plan**

- The final document will be presented in a complete, visually appealing format and will provide community-verified direction for how Juneau Parks and Recreation looks over the next one to two decades
- The Plan will be submitted for acceptance by the Parks & Recreation Advisory Committee (PRAC), Planning Commission, and Assembly

#### ***Questions?***

Refer any questions to your facility or division manager, or to one of the following:

- Lauren Verrelli, Administrative Assistant II, 586-0423, [lauren.verrelli@juneau.org](mailto:lauren.verrelli@juneau.org)
- Alexandra Pierce, Project Manager, 500-8677, [alexandra.pierce@juneau.org](mailto:alexandra.pierce@juneau.org)

**Once PlaceSpeak is available to the public, we recommend that people go online to learn about the project and provide their feedback.**